



Color

LIKEABLE
and
LIVEABLE



Better Things for Better Living



Color

Likeable and Liveable

Selecting colors for your home is an exciting adventure! • •

All too often folks approach the use of color as if it were some deep and mysterious subject that only a favored few could understand. Let's get rid of that idea right away! • • Stated very simply, color should be *likeable* • • you should use the colors that *you* like. And color should be *liveable* • • easy and comfortable for *you* to live with. For color has the power to please—or to irritate; to stimulate—or to depress; to charm—or to shock. So the colors that you use should be the ones that will make *you* happy • • This is a book of ideas • • ideas that we hope will inspire you to use the colors that you like in some unique way that will make your home more liveable for you and your family, more charming to your friends.

Painted gray walls, yellow ceiling, white louvred doors, beautiful textures, balanced arrangement, create in this remodeled home a sense of calm, elegance and comfort. **Walls**, Du Pont Flat Wall Paint, Guards Gray. **Ceiling**, Du Pont Flat Wall Paint, Daffodil Yellow. **Doors**, DULUX Super-White Enamel. **Tables**, DUCO Hunter Green.

COURTESY BETTER HOMES & GARDENS. HEDRICH-BLESSING, PHOTOGRAPHER

COVER PHOTOGRAPH COURTESY CHARAK FURNITURE COMPANY
HANS VAN NES, PHOTOGRAPHER



MISS GLADYS MILLER,
widely-known decorating authority and
author of "Decoratively Speaking" and "Your
Home Decorating Guide,"
has edited this book to
help you select for your
home colors that are both
"Likeable and Liveable"



Making a Color Plan

Fitting your walls to you

When redecorating our homes, most of us have to get along with some of the things we already have. And that's why paint, with its wide range of beautiful colors, is so helpful in creating a background that harmonizes with these treasured possessions, and shows them off to the best advantage. How to start planning a color scheme? Well, your color scheme for any room may be inspired by pleasing colors in a painting, or in a vase, a rug, a beautifully-colored chintz, or a print. Then, after you have decided on the major hues, you plan their distribution. Your goal is an overall harmony—and this can be attained by using one of these simple plans . . . The **monochromatic** color scheme, in which all *large* color areas are shades and tints of *one* color. Spots of sharp contrasting color, such as red with grays, provide interest . . . The **analogous** scheme, wherein large areas are done in hues closely related on the color wheel, or in the rainbow: red, plum and shell pink, for instance, or blue, aqua,

Picking room colors from a lovely chintz chair covering is one way to insure an attractive room scheme. Here, the red is repeated in the large areas of blue red in the striped carpeting and table cover. Balancing these are the wall colors of blue and gray, with the ceiling papered in a geometric-patterned wallpaper. Again interest is gained through the use of colorful book bindings in useful built-in shelves. Walls, Du Pont Speed-Easy, Twilight Blue. **Wadwork**, DUCO intermix of Pearl Gray (1/2) and Shell Pink (1/2).

COURTESY BETTER HOMES & GARDENS. EMELIE DANIELSON NICHOLSON, PHOTOGRAPHER



HOME OF STANTON GRIFFIS. JOSEPH MULLEN, DECORATOR

This formal living room is decorated in 18th Century style. In such a room, in which the major areas are neutral, color, interest and vitality are introduced by the book bindings reflected in the mirror, by the painting above the mantel and by the seasonal flowers, which are carefully selected to enhance the decorative quality of the room. Walls, Du Pont Semi-Gloss Enamel, Nutra Gray. Ceiling, Du Pont Flat Wall Paint, White. Doors, DUCO White, DUCO Pearl Gray, DUCO intermix of Pearl Gray (2/3) and Black (1/3).



fabrics and decorative accessories...

and green . . . Finally, the **contrasting** scheme, which is perhaps easiest of all, because it is based on the principle of *complementary* colors. If the larger areas are in green, they will be balanced by the right complementary red used in smaller amounts. Further balance is achieved by repeating the room colors in small decorative accessories—placed here and there for use, yes, but equally for *color balance*.

Any well-decorated home should have not only a carefully planned color scheme, but a studied plan of *color progression*, so that as you move from room to room, annoyance from changing colors is avoided. As you enter the front door you find a calm, pleasing color that says "Welcome!" The living room is friendly and relaxing—the colors are balanced in their arrangement and are soothing to the eye. One or two of the living room colors are repeated in the dining room, to make the passage from one room to another an easy one. These colors are selected to stimulate the emotions and improve the appetite. The entire plan reflects the owner's tastes—helps each room perform its function—sets the background for comfortable living.

Again the color scheme for the room is inspired by a fabric. The gray walls and wall-to-wall carpet are perfect as backgrounds for the chartreuse yellow and deep reds and browns of the drapery material. The sofa is covered in nubby texture fabric. **Walls and Ceiling**, Du Pont Flat Wall Paint, Guards Gray.

CHICAGO ARCHITECTURAL PHOTOGRAPHING CO.



The colors for this room were inspired by the painting that hangs above the studio couch. Simple and unpretentious, its beautiful use of color gives unusual dignity and charm. **Walls**, Du Pont Flat Wall Paint, Normandy Rose. **Ceiling**, Flat Wall Paint, Old Colony Ivory. **Chest**, DUCO Black.

MILDRED IRBY, DECORATOR, HANS VAN NES, PHOTOGRAPHER



COURTESY TODAY'S WOMAN, HANS VAN NES, PHOTOGRAPHER

The yellow fireplace wall dominates this room, and it is kept in high key by the choice of light wood for the furniture immediately surrounding it. Use lime green as a background for the dark furniture in the intimate corner to the left. You actually furnish with wall color when you use such pronounced contrasts as these. **Walls**, Du Pont Flat Wall Paint, intermix of Aqua Green (1/2) and Lime Green (1/2); Flat Wall Paint, Daffodil Yellow.



COURTESY BIGELOW-SANFORD CARPET COMPANY, INC.

The soft gray blue of the wall and carpet in this traditional hall is inspired by the color in the panel at the top of the classic mirror. The architectural detail of the dado and door are dramatized by painting them white. With the blue walls, they form a charming setting for the mahogany furniture. **Walls**, Du Pont Speed-Easy, Wedgwood Blue. **Woodwork**, DULUX Super-White Enamel.

Making a Color Plan

Fitting your walls to your floor

Every room has three major areas—a floor area, broken by furnishings; an unbroken ceiling area; and, largest of all, the broken wall area. For true decorative effect, the floor and its covering must be related to the other two areas either through color *likeness*, or through *contrast*.

You'll always be on the safe side if you repeat on your walls the color in your floor covering, or if you select the same hue in a lighter or darker value. This is the principle of color likeness.

You may want your wall and carpet colors to contrast sharply. In such a plan, it is wise to unify them by repeating both colors in drapery or upholstery materials, in a large painting, or in a group of prints in which these colors have been blended with other colors.

With an oriental rug or a multicolored floral carpet, you have two major choices. If you own many books, the gay bindings will pick up and lift the colors of the rug; the walls and woodwork may then be painted one of the rug colors. Gray, cream, blue or peach prove effective. But, if you lack the "lift" of bookbindings, the color for your walls and woodwork should be deeper.



COURTESY JAMES LEES AND SONS COMPANY

The rich blue used on the walls in this beautiful room contrasts perfectly with the rosy red in the luxurious 18th Century floral wall-to-wall carpet covering the floor in the hall as well as the room. All decorative woodwork, such as mantel and doors, is painted white for contrast. To increase the sense of space, baseboards are painted the wall color. **Walls**, Du Pont Speed-Easy, Twilight Blue. **Woodwork**, DUCO White.

Another contrasting color scheme utilizes a peach wall to oppose a green wall-to-wall carpet and the wood tones of the Provincial furniture. All of the major colors in the room are repeated in the flower prints and the window draperies. Richness and warmth are combined with dignity. **Walls**, Du Pont Flat Wall Paint, Peach Glow.

COURTESY C. H. MASLAND & SONS



Paint woodwork and walls white when you want to be decoratively dramatic or when you want to use black and grays with sharp yellow and green textured contrasts. The walls can be beautifully finished regardless of the type of surface. **Walls**, Du Pont Semi-Gloss Enamel, White.

COURTESY C. H. MASLAND & SONS



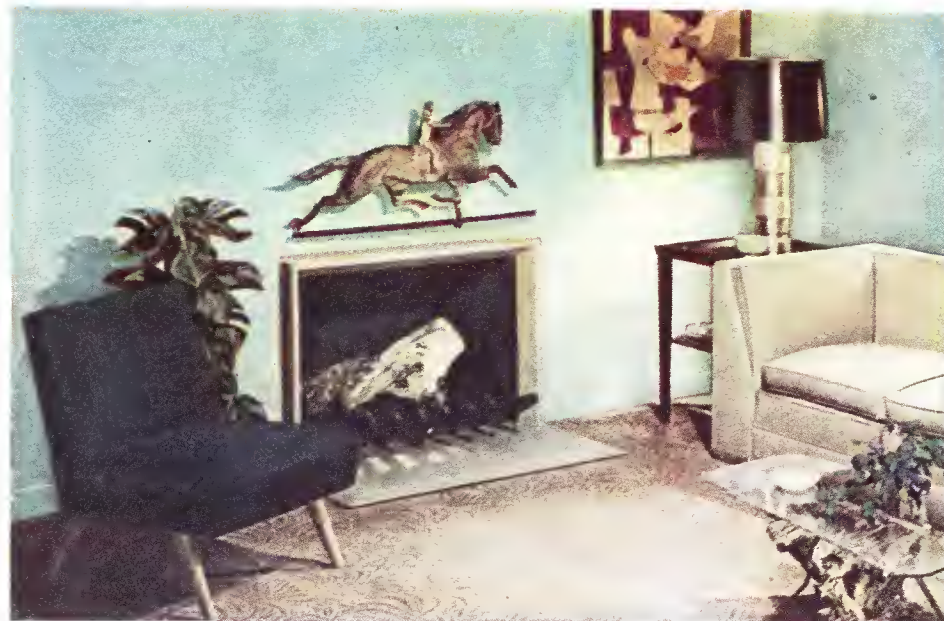
coverings

If your rug is taupe, gray, or an indefinite neutral, and your furnishings are a mixture of many colors, your walls and woodwork should be painted in colors that will provide a "lift" to the room. Blues, greens, and blue-greens are among many that will be successful.

Thus "redecorating" doesn't necessarily mean completely *changing* everything . . . rather, it means taking what we have and, by the correct use of color, achieving a result that gives us pleasure. So look—at the rooms in your own home—the rug or carpet, the furnishings, the upholstery and drapery materials . . . and, following the suggestions given above, see if you can't unify all these elements by the simple expedient of painting the walls and woodwork. It's easy to do, and the results are so rewarding!

Decorative dados in traditional rooms are very effective if they are painted a contrasting color to the wall, and no color is better than a sparkling white. Here the tan wall blends beautifully with the rich tones of the carpet, and the dado points up the light shading of the leaf design. Wall, Du Pont Flat Wall Paint, Caramel Tan. Trim and Dado DULUX Super-White Enamel.

COURTESY BIGELOW-SANFORD CARPET COMPANY, INC.



COURTESY BIGELOW-SANFORD CARPET COMPANY, INC.

With a light beige wall-to-wall carpet which places the emphasis on texture, give a room a hospitable and luxurious appearance by painting the walls a rich blue. Repeat the carpet color in the upholstery, and the wall, carpet, and upholstery colors in the drapery material. Add interest with black or white in small areas. Wall, Du Pont Flat Wall Paint, Blue Haze.



COURTESY KARASTAN

In this comfortable contemporary room, the yellow walls serve as an excellent foil for the off-white background in the beautiful room-size Oriental type rug. Off-white draperies frame the large window and the sofa is upholstered in a striped fabric that repeats wall and rug foreground colors. Walls, Du Pont Flat Wall Paint, Daffodil Yellow.

Color makes

There are so many things you can do with color—things which at first you might think are not part of color's function. Like changing the size of a room, for instance! But it's easy to see how true this is, when you look at the same room done in different colors, as shown on this page. Yes, color *can* make a difference! For instance, if you wish to make a room seem larger, try painting the walls and woodwork in the same color. When two colors meet, lines of contrast are formed, which decrease the feeling of space. Using *one* color, therefore, adds immeasurably to the illusion of spaciousness.

If your room is square, you can eliminate the "box-like" feeling by painting the end walls in a light, cool, receding color. On the other hand, long narrow rooms can be made to seem more compact by painting an end wall a warmer or a darker color. Large rooms may be *divided* by color—especially desirable in living-dining room combinations. One wall may be done in a cool

Use this cheerful combination of yellow and green where illumination is dependent on a poor source of natural light. **Walls**, Du Pont Flat Wall Paint, Daffodil Yellow. **Woodwork**, Du Pont Semi-Gloss Enamel, Buttercup Yellow.

Rug and drapery colors picked up in the sofa covering predominate in this room made to appear larger by painting the walls a warm but receding gray. **Walls**, Du Pont Speed-Easy, Dove Gray. **Woodwork**, Du Pont Semi-Gloss Enamel, Nutra Gray.



COURTESY BETTER HOMES & GARDENS
WILLIAM HOWLAND, PHOTOGRAPHER

One of the newest fashion color trends is the use of blue as a basic color. It is a color that adds a quiet dignity, an illusion of space, and acts as an excellent foil for the new yellow, orange, and bittersweet accent colors. **Walls**, Du Pont Flat Wall Paint, Blue Haze. **Ceiling**, Du Pont Flat Wall Paint, Intermix of Guards Gray (1/2) White (1/2). **Woodwork**, DUCO Pearl Gray. **Window Valance**, DUCO Light Buff.



difference!...

The same room as below now presents an entirely different atmosphere. The brown carpet blends with the mahogany and the rose wall. The blue and green fabric colors are unusual and help lift the room out of the commonplace. Wall, Du Pont Flat Wall Paint, Normandy Rose.

color with dark furniture accents: the other may reverse this, using light furniture against a warm-colored wall.

Built-in bookcases can be made important or unimportant, all by the use of color. To keep them inconspicuous, paint them inside and out in the same color as the wall. To make them dramatic, for displaying crystal, silver, or light ceramics, line the inside with a rich color. Or if you have colorful glass, lustreware, or richly decorated china, paint the inside in a light color, to show off your treasures.

So—when using color to redecorate, remember that you can use it also to *remodel*.



Use a blue wall matching a blue background 18th Century floral rug for a dining room only if the windows reflect a warm light. Otherwise your room in the daytime will seem cold and severe. The blue contrasts beautifully with the soft sheen of fine mahogany, brings out the highlights in fine silver and glassware. Wall, Du Pont Semi-Gloss Enamel, Zenith Blue.

COURTESY BIGELOW-SANFORD CARPET CO., INC.

Color to stimulate conversations as well

Of all the places in our homes where thought and attention should be devoted to the selection of congenial colors, none is so important as the meeting place of family and friends at meal time. It may be formal or informal, it may be an alcove in the kitchen, or a section of the living room . . . but wherever it is, the colors you use should be pleasant, appealing colors that promote good appetite and good conversation. Naturally, a separate dining room offers the most leeway in individual decoration. Do you like formality with your dining? Then choose gray or beige or some other formal color. If reflected light is not necessary, the ceiling may match the walls. Perhaps with you, dining is a gay, informal affair—in which case brighter colors in a greater variety may be used. If your dining room opens directly off the living room, the principle of "color progression" from one room to another should be followed: play up one of the living room

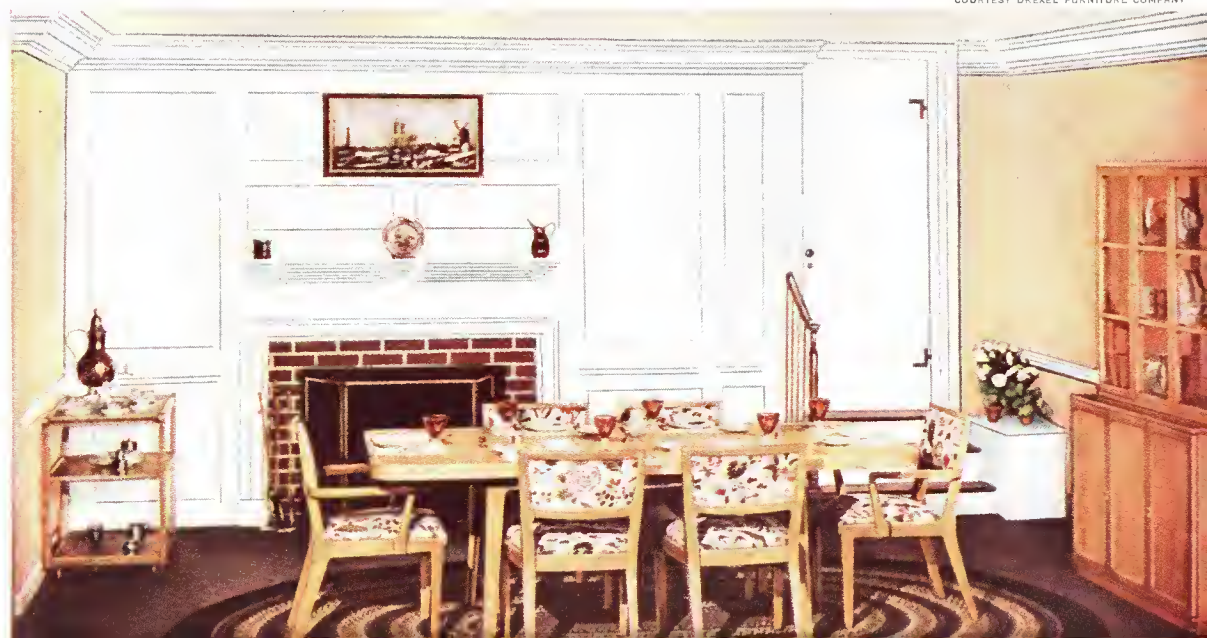
In this narrow dining room the panelled fireplace wall is painted white and the other walls rose. Some of the rose is mixed in the ceiling. The wall color was picked from the fabric used to upholster the dining room chairs. It is a warm color known to stimulate the appetite. This printed fabric picks up the colors of the brick fireplace and the oval braided rug. The furniture, in simple modern lines, looks perfectly at home against the traditional setting. **Walls**, Du Pont Flat Wall Paint, Normandy Rose. **Ceiling**, Flat Wall Paint, intermix of Normandy Rose (1/2) and White (1/2).

COURTESY DREXEL FURNITURE COMPANY



COURTESY TODAY'S WOMAN. HANS VAN NES, PHOTOGRAPHER

This strictly modern room is new in every sense. Gray painted walls act as a foil for the varied colors in the furniture. The Charles Eames molded plywood chairs, stained red, the hanging bookcase painted white, the large cordovan mahogany table in high piano finish and the bleached cabinets prove that furniture wood colors need not match. **Wall**, Du Pont Flat Wall Paint, Guards Gray. **Bookcase**, DUCO White.



appetites

colors to avoid too sharp a contrast, and combine with it another acceptable, but different color.

In choosing the paint colors for your dining area, it is well to bear in mind the curious psychological fact that certain colors seem to be appetizing, while others have unfavorable associations with food. Two such extremes are peach and yellow-green: the first seems "good enough to eat," while the second is decidedly distasteful. The most appetizing hues are peach, clear yellow, soft greens and blues. Choose the colors you like for your dining room, but always bear in mind that they should be kept within the range of hues that will do most to stimulate the appetite.

Elimination of all superfluous detail makes this a charming dining room. Walls, ceiling and woodwork are painted a soft yellow. The chairs are upholstered in a yellow background print. The dark brown in the print is repeated in the paint used to line the corner cupboard. Dark and light woods contrast pleasantly. **Walls and Woodwork,** Du Pont Semi-Gloss Enamel, intermix of Buttercup Yellow ($\frac{1}{2}$) and White ($\frac{1}{2}$).

ROBERT THATTELL, PHOTOGRAPHER



Out of Mexico comes the color scheme for this cheerful dining alcove. Black and white in the plates accent the peach wall and yellow ceiling. The rug and folding partition repeat the light and dark contrast. **Wall,** Du Pont Flat Wall Paint, Peach Glow.

ROBERT WEAVER STEVENS, DECORATOR. PETER GOWLAND, PHOTOGRAPHER



COURTESY GENERAL ELECTRIC COMPANY

Here, the upholstered seat and the draperies tie in the room with the white appliances in the service section of the kitchen. **Walls,** DUCO French Blue. **Window Trim,** DUCO White. **Cabinets,** Du Pont Oil Stain, Light Oak, and Du Pont Super-Clear Varnish.

Colorists have for some time stressed approval of the pink-to-peach colorings for areas where food is to be served. This pink, white and blue kitchen is crisp, cheerful, and fresh looking, and no one could challenge its charm. It is a world apart from the old, all-white work room so popular a very few years ago. **Walls,** DUCO Shell Pink. **Ceiling,** Du Pont Semi-Gloss Enamel, White. **Woodwork,** DUCO White.

COURTESY GENERAL ELECTRIC COMPANY



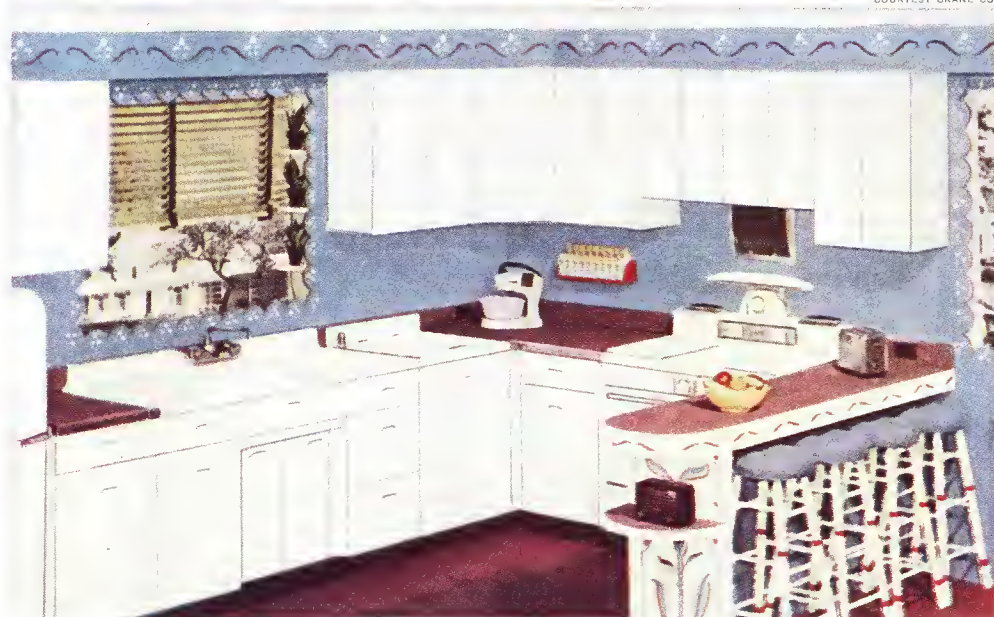


COURTESY AMERICAN KITCHENS

This kitchen has a large area of wall surface painted yellow. The effect of the high ceiling is lowered by papering it with yellow plaid paper to match the wall. The linoleum floor is yellow with graduated bands of black. To prevent monotony, the built-in dinette seat is upholstered in red "Fabrillite." Walls, Du Pont Interior Gloss Enamel, Sunshine. Window Trim, Interior Gloss Enamel, Gull Gray.

The walls in this provincial kitchen are painted a rich vibrant blue which compensates for the glistening whiteness of the cabinets and major appliances. To take away the stiffness of kitchen furnishings, a simple stencil is applied to the space above the cabinets. The wall board around the windows is scalloped, the scallops outlined in red, and the motif applied. This decorative idea is neat, attractive and practical, and makes cleaning easier. Walls, DUCO Powder Blue. Cabinets, Woodwork, Stools, DUCO White. Decoration, DUCO Powder Blue and Chinese Red.

COURTESY CRANE CO.



Spice your kitchen

Time was when the kitchen was a pretty gloomy place, with heavy wainscoting and dark and gloomy walls . . . we'll never cease to wonder how grandmother ever managed to produce such wonderful meals in such uninspiring surroundings! Then came the great "sanitary" era when, in revolt against the unhealthy darkness, everything burst out in gleaming white. But today the kitchen is no longer merely a laboratory dedicated to the preparation of food . . . today it serves equally as a home office, a sewing area, or a dining room. Modern enamels make it possible to have a kitchen that is completely sanitary and easy to keep clean, and still glow with gay and liveable color.

Our own experience tells us that any work seems much lighter if the surroundings are attractive—and the kitchen is certainly no exception. Color can do more than add pleasure

Red is cleverly used to spice this ivory kitchen. The dinette set, upholstered in red, supplies the large mass of color, and the cabinet handles and venetian blinds the patches. But the frieze of apple motifs at the ceiling line gives the room individuality. White, for greater light reflectance and relief from the over-all ivory, is used on the ceiling and for the window trim. Walls and Cabinets, Du Pont Interior Gloss Enamel, Rich Ivory. Window Trim and Ceiling, Interior Gloss Enamel, White.

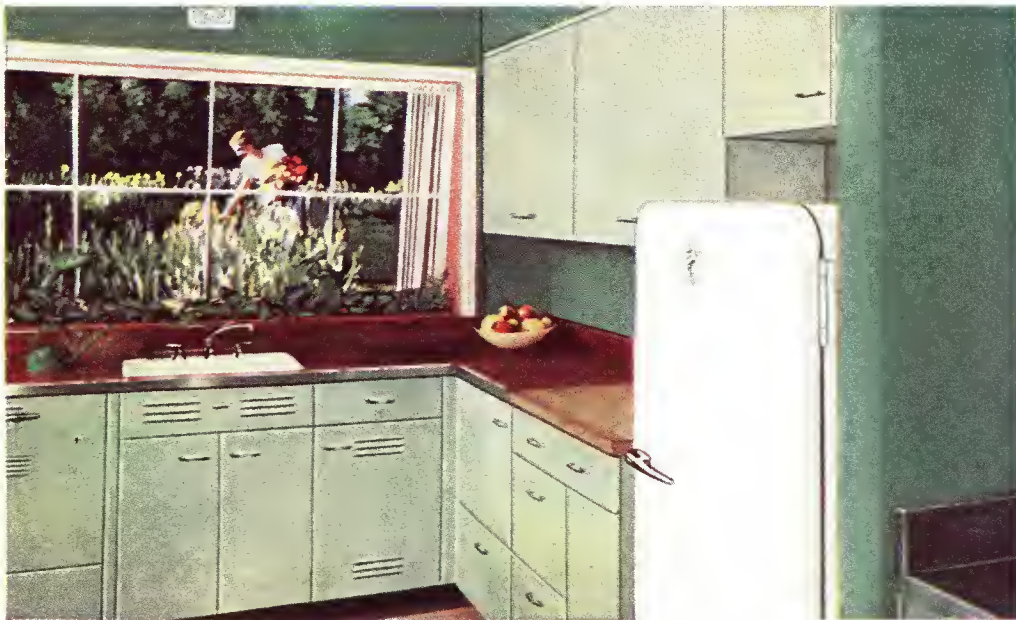


with *Color*

to your daily tasks. If your kitchen is on the cold side of the house, you can make it warmer and more cheery by painting the walls and woodwork in "warm" colors—pink, peach, yellow. On the other hand, if your kitchen is one that "heats up" quickly, it will be much cooler and more restful to work in if you paint it in a "cool" color, such as blue, or green. And though we're thinking in terms of *color*, let's not turn our backs on white completely. Sufficient white is often provided in major appliances like stoves and refrigerators—but white woodwork and trim, with colored walls and furnishings, help unify the room scheme. So mix color and white judiciously in *your* kitchen and you'll make it one of the pleasantest rooms in your home!

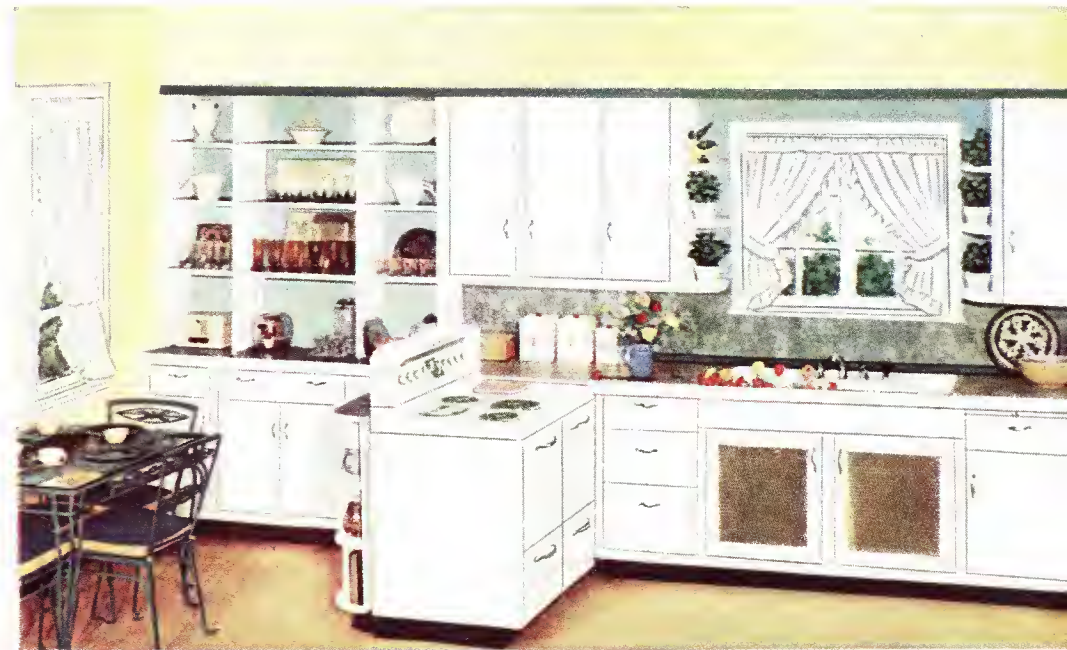
This kitchen in a monochromatic scheme of greens would be a very pleasant room in which to work. Adequate artificial lighting and the great amount of exterior light admitted permits an all-over use of one color, which is relieved only by a small amount of white and a contrasting coral color. An unusual feature is the use of manufactured metal units available in a variety of pastel colors suitable for the kitchen, and indicative of the trend away from laboratory white. **Walls**, DUCO Nassau Green. **Window Trim**, DUCO White and DUCO Shell Pink.

COURTESY ST. CHARLES KITCHENS



COURTESY CONGOLEUM-NAIRN, INC.

Here blue and deep red compete for color honors in an unusual combination, both opposing and supplementing one another. The simple block design repeated around the window may be drawn free-hand or stenciled on a white wall, or a wallpaper of similar pattern may be used. Notice that the sheer window curtains repeat the white note of the insert on the floor. **Overhead Panel and Door Trim**, DUCO Intermix of Bermuda Blue (1/2) and Peach (1/2). **Cabinets**, DUCO White. **Cabinet Interiors**, DUCO Rich Red.



COURTESY SLOANE-BLADON

Another cheerful kitchen illustrates an interesting use of a variety of colors. They are placed for decorative and functional purposes yet avoid the appearance of spottiness. The whole scheme is brightened by a yellow floor. The counter tops are green and the terrace type iron table and chairs in the dining section restate this green. **Walls**, DUCO Cream and DUCO Intermix of French Blue (1/2) and Light Ivory (1/2). **Shelves and Cabinets**, DUCO White. **Furniture and Color Band Above Cabinets**, DUCO Jade Green.

Color makes kitchens *liveable*!

In many new smaller homes, a separate dining room is being dispensed with, and the kitchen, or a part of it, is used as the dining area. In such instances, *color* is doubly important in creating a truly *liveable* atmosphere. By using a different color that is keyed in with the dominant kitchen color, for instance, you actually create a separate section of the kitchen, without destroying the pleasing unity of the room as a whole. But in *any* kitchen, there are limitless opportunities to brighten with color—more so, perhaps, than in any other room in the house. Painted walls, for instance, not only add charm and gaiety, but are intensely practical as well, because they are so easy to keep

clean. Woodwork, cabinets, furniture—all of these cry out for color, too: and here again proper painting can immensely lighten your cleaning chores. And with such a variety of surfaces where color can be used, you can let your imagination roam, and make your kitchen a true reflection of your own good taste and of your love for color.

Thanks to modern paint chemists, nearly all colors are “practical” colors for the kitchen—they hold their color, resist fading, and wear well. But the right *type* of finish is important, because you’ll want surfaces that are hard and smooth, and easy to keep clean. Thus the proper painting of your kitchen in the colors *you* like will not only make it more charming and liveable, but will also do much to lighten your daily work of housekeeping. Yes—color in the kitchen pays real dividends!



COURTESY CONGOLEUM-NAIRN, INC.

Although this kitchen is fully equipped with modern appliances, it has a lived-in look. The bright red is directed toward the white cabinets and appliances by the cheerful yellow walls, and the scheme is specifically tied in by the white of the window valance. Intelligent use of paint and color makes this a pleasant room in which to prepare daily meals, conduct the household business. **Walls**, Du Pont Interior Gloss Enamel, Sunshine. **Cabinets and Window Valance**, DUCO White. **Door**, DUCO Chinese Red.

The ranch house style makes the kitchen and dining areas open and one. For the simple meals, some form of food bar which divides the room is practical. Repeating the rich wood grain used in the breakfast room section lends a luxury note less costly than it appears. High colors are then introduced in the walls, floors and upholstery. **Kitchen Walls**, Du Pont Semi-Gloss Enamel, Patina Green. **Living Room Walls**, DUCO Bermuda Blue. **Panelling**, Du Pont Oil Stain, Walnut, and Du Pont “Supremis” Varnish.

COURTESY YOUNGSTOWN KITCHENS



COURTESY GENERAL ELECTRIC COMPANY

A casual kitchen in coral and aqua is equally as good in a city apartment as a country home. The papered walls could, if preferred, be painted aqua like the other walls. **Walls and Woodwork**, Du Pont Interior Semi-Gloss Enamel, intermix of April Green (1/2) and Nutra Gray (1/2). **Door and Counter Side**, DUCO Shell Pink.

To help you bring *Color* to your home...

The homes you remember are colorful homes. And the one easiest, quickest, most economical way to bring color to your home is through painting. On walls and woodwork it provides a charming background for your most treasured possessions. On furniture, it provides gay color that makes old things new. On the outside of your home, it provides durable protective beauty that will make your home distinctive and reflect the happiness that lives within.

Your painter is a skilled craftsman. Depend on him for the jobs that need his experience. He knows the right paints for every surface. He knows how to prepare the surface before he starts to paint. He knows the right priming paints for new work—the right undercoats to satisfy the needs of the time-worn surfaces.

Depend on him and his skill to give you the best paint job.

Chemistry has provided many new and wonderful paints to bring lasting color to your home. Du Pont's slogan "Better Things for Better Living . . . *through Chemistry*" is your assurance of getting the very finest paints, varnishes, and enamels that chemistry can provide. To help you get the very best for your paint dollar, the paint chemist formulates special finishes for the various paint jobs in your home.

On the following pages we are giving you a brief resume of these super-fine finishes, where they should be used and other helpful information. See your Du Pont dealer before you start any painting job. He will be glad to help you select the right finishes for the jobs you do yourself—or recommend a competent painting contractor for the jobs that only he can do best.



DU PONT PAINTS

begin with

Research



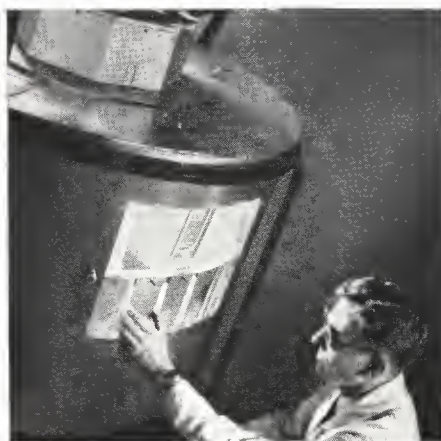
Nylon, "Duco" enamel, "Zerone" anti-freeze are names you know—names of products that had their beginnings in Du Pont research. Originally, they were ideas of an individual, or were born of methodical search. They reached a stage where they could be made available to you, through months or years of laboratory development. The work of many men, the application of their vast store of knowledge, the intelligent use of the almost unlimited

physical facilities at their disposal—in other words, Du Pont research—have made these things possible.

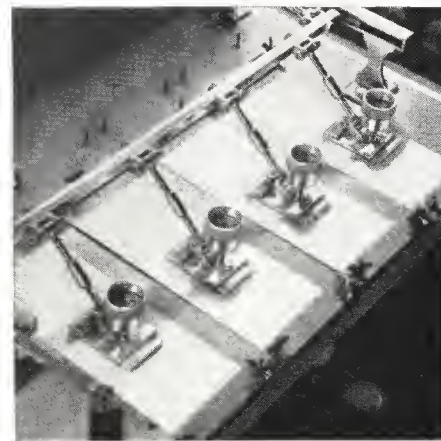
Paints, varnishes, lacquers, enamels are developed under identical circumstances with products that have had more spectacular histories. The same striving for perfection, the same attention to detail, the same positive controls are responsible for the finishes Du Pont brings you to protect and beautify your home.



The "Scott Tester" stretches a paint film until it breaks—determining its loss of vitality, and helping to predict the paint's resistance to cracking or checking.



Weather is "manufactured" in this Accelerated Weathering Machine. Paints that make good here under these severe conditions can really beat the weather.



This device "scrubs" finished panels 1,500 times an hour with pads saturated with film-softening oils. This rough treatment determines the finish's resistance to grease.



Readings from an electronic instrument called the Aminco-Scott Goniophotometer help the chemists determine the exact degree of gloss of a finish.

DU PONT PAINTS

are proven by Test and Use

The properties that make Du Pont paints outstanding are carefully guarded and protected by the paint technicians. Checking of materials and continuing controls during manufacture are supplemented by rigid laboratory tests and actual "in use" studies.

In the laboratory, the more common testing methods are supplemented by ingenious devices that subject paints and painted surfaces to conditions of wear and exposure far beyond those they are normally required to withstand.

Further tests are conducted at giant "paint farms" where painted panels are placed on racks and exposed to sun and rain, sleet and snow, freezing and intense heat. The panels are examined regularly over periods of years to determine just how well the products stand up when subjected to all the furies of the elements.

To be even more certain of the enduring qualities of their paint, Du Pont, each year, paints houses in strategic locations throughout the country. Examination of the surfaces at regular intervals proves durability and color fastness in actual service.

Production control, laboratory testing, weather testing at paint farms, and proving of the finishes in use are your guarantee of satisfaction from DU PONT PAINTS.



On "Paint Farms" such as this, Du Pont paints are tested under all conditions of weather and exposure. Performance is further checked on "test" houses. Paints that make good here will make good anywhere!



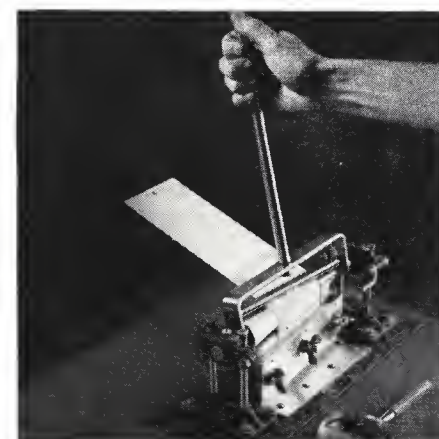
In this "Oven Test," panels are exposed to room temperature and to 120°F. This rough treatment helps in predicting the probable life of the paint film.



The drying time of a finish is always important. With the Sanderson Drying-Time Meter, how long it takes a finish to dry can be accurately determined.



Du Pont colors must always be the same, no matter when manufactured. The Hunter Multipurpose Reflectometer helps in maintaining color standards.



The flexibility of a paint film, and how it adheres to the surface, are determined by bending painted metal panels in this rugged Conical Mandrel test.

Color for your walls and woodwork...

Today's finishes for walls and woodwork are great labor-savers. The finishes described below are easy to apply, cover so well that often fewer coats are needed. They save labor throughout the years because they are formulated to resist dirt collection and are easy to keep clean.

MATCHING COLORS... To satisfy the growing trend of painting walls and woodwork in matching colors. Du Pont Flat Wall Paint, Interior Semi-Gloss Enamel and Interior Gloss Enamel are formulated in matching colors. Now, for instance, you can paint living room walls in flat paint and paint the woodwork in the same color in semi-gloss or gloss. This adds immeasurably to the decorative possibilities of paint throughout your home.

DU PONT INTERIOR FLAT WALL PAINT

For interior walls, ceilings, and woodwork, Du Pont Interior Flat Wall Paint produces a smooth, velvety, durable surface and can be easily applied by brush or spray. This "dead-flat" finish minimizes surface imperfections and adds charm to new and old walls.



It is available, ready-mixed, in tints ranging from warm, rosy hues to clear, cool tones. Most of the colors can be matched in Du Pont Interior Semi-Gloss Enamel and Du Pont Interior Gloss Enamel.

Du Pont Flat Wall Paint gives a beautiful mat finish over plaster, wood, metal, masonry, and composition surfaces. Over most unpainted surfaces it acts as its own sealer, but for maximum beauty and long life a first coat of Du Pont Primer-Sealer is recommended.



DU PONT INTERIOR SEMI-GLOSS ENAMEL

Du Pont Interior Semi-Gloss is a wear-resisting, serviceable finish which possesses a beautiful satin lustre. It is distinguished by its remarkable ease of application and exceptional covering qualities. These qualities plus washability make it an outstanding finish for walls and woodwork.

Made in a wide range of colors—which can be intermixed to produce the most subtle hues—Du Pont Interior Semi-Gloss Enamel is recommended by decorators. One coat is usually sufficient over previously finished surfaces, and it dries overnight to a beautiful satin-smooth finish. Follow instructions for application shown on the label.



DU PONT PRODUCTS RECOMMENDED FOR WALLS AND WOODWORK

SURFACE	FINISH DESIRED	PRIME COAT	UNDERCOAT	FINISH COAT
DU PONT PRODUCTS RECOMMENDED FOR WALLS AND WOODWORK	PLASTER	Flat	Primer-Sealer	Flat Wall Paint or Speed-Easy Flat Wall Paint
		Semi-Gloss	Primer-Sealer	Interior Semi-Gloss Enamel or DULUX Super-White Enamel—Eggshell
		Gloss	Primer-Sealer	DULUX Super-White Enamel—Gloss or DUCO Enamel or Interior Gloss Enamel
	WOOD	Clear—natural		Super-Clear Varnish or DUCO Clear or Penetrating Wood Finish
		Clear—stained	Oil Stain	Super-Clear Varnish or DUCO Clear or Penetrating Wood Finish
		Clear—stained		Tufcote Varnish Stain
		Painted—Flat		Flat Wall Paint or Speed-Easy Flat Wall Paint
		Painted—Semi-Gloss		Interior Semi-Gloss Enamel or DULUX Super-White Enamel—Eggshell
		Painted—Gloss		DULUX Super-White Enamel—Gloss or DUCO Enamel or

DU PONT "DULUX" SUPER-WHITE—Gloss and Eggshell

A superior white enamel that is unsurpassed for whiteness, retention of whiteness, gloss, toughness, smoothness, and general performance. It is particularly valuable as a finish for woodwork, and all interior surfaces where a hard, tile-like, easily-cleaned surface is desired. Ideal for kitchen and bathroom walls, cabinets and woodwork. It rivals porcelain in beauty and washability.

DULUX Super-White comes in two degrees of gloss to suit your needs: Super-White, Gloss, has a rich, full lustre particularly desirable in kitchens and bathrooms, or where the decorative plan calls for a high gloss. Super-White, Eggshell, possesses a semi-gloss sheen that is flattering to woodwork all over the house. It is made only in white but may be tinted with Du Pont Oil Colors to any pastel shade. DULUX Super-White is America's most popular painter enamel.



DU PONT SPEED-EASY FLAT WALL PAINT

A water-thinned resin-emulsion wall paint especially developed for those who wish to redecorate beautifully, tastefully, and inexpensively. It covers in one coat over most surfaces including wallpaper, brick, concrete, and wallboard. Unfinished plaster walls may require two coats.

Speed-Easy in all smart colors is very easy to apply either by brush or handy roller applicator. It spreads well and goes far—one gallon thinned with water is sufficient to paint an average-size room. It dries to a flat, uniform finish in one hour.



DU PONT INTERIOR GLOSS ENAMEL

An economical enamel of unusual durability—the washable finish for kitchen and bathroom walls and for woodwork throughout the house. Smudges can be washed off of the hard, glossy surface easily with soap and water.

Many of the bright, clean colors are available in Semi-Gloss Enamel and Flat Wall Paint, making it easy to paint woodwork in a Gloss color to match walls painted in Semi-Gloss or Flat. Mixing Gloss colors gives an infinite variety of beautiful shades.



DU PONT PRIMER-SEALER

This Du Pont quality product is a combined priming and sealing coat to be used on such porous surfaces as plaster, concrete, wall board, brick, etc. It holds out succeeding coats, preventing uneven absorption. It should always be used as a first coat on unfinished plaster walls.



DU PONT OVALITE ENAMEL UNDERCOAT

A first-quality undercoat for use with all types of enamel finish coats. It is applied very easily and flows out smoothly to provide an excellent flat surface for holding out the succeeding coats.

It is white in color and if it is to be used as an undercoat for a dark color, may be shaded toward that color by adding to it a small amount of the finishing material. Always use it as a first coat on unfinished wood surfaces.



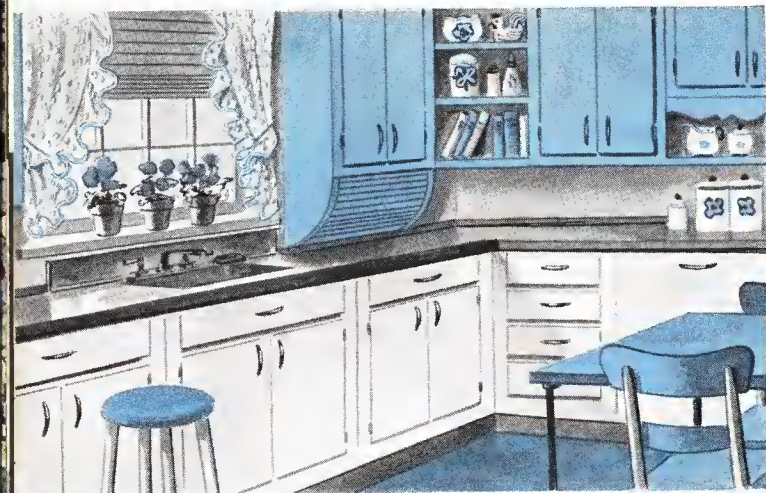
SURFACE	FINISH DESIRED	PRIME COAT	UNDERCOAT	FINISH COAT
WALLBOARD	Flat	Primer-Sealer (for hard board) or Composition Board Sealer (for porous board)		Flat Wall Paint or Speed-Easy Flat Wall Paint
	Semi-Gloss	Primer-Sealer (for hard board) or Composition Board Sealer (for porous board)	Ovalite Enamel Undercoat or DUCO Undercoat	DULUX Super-White Enamel—Eggshell or Interior Semi-Gloss Enamel
	Gloss	Primer-Sealer (for hard board) or Composition Board Sealer (for porous board)	Ovalite Enamel Undercoat or DUCO Undercoat	DULUX Super-White Enamel or DUCO Enamel or Interior Glass Enamel
MASONRY	Flat	Primer-Sealer		Flat Wall Paint or Speed-Easy Flat Wall Paint
	Semi-Gloss	Primer-Sealer	Ovalite Enamel Undercoat or DUCO Undercoat	DULUX Super-White Enamel—Eggshell or Interior Semi-Gloss Enamel
CANVAS	Flat	Primer-Sealer		Interior Flat Wall Paint or Speed-Easy Flat Wall Paint
	Semi-Gloss	Primer-Sealer	Ovalite Enamel Undercoat or DUCO Undercoat	DULUX Super-White Enamel—Eggshell or Interior Semi-Gloss Enamel
WALLPAPER	Flat			

DU PONT
PRODUCTS
RECOMMENDED
FOR WALLS AND
WOODWORK

DUCO "One-Coat magic"

REG. U. S. PAT. OFF.

enamel for furniture, walls, woodwork...



Kitchens finished in DUCO are a joy to work in. The endless variety of colors is easy to keep clean—and oh, so durable!



Your brush is a magic wand bringing color to furniture in every room—with DUCO. It's so quick-drying and easy to use.

The famous Duco Enamel is the outstanding quick-drying, durable gloss finish for practically any surface in the home. It is particularly desirable for woodwork throughout the house, for gleaming, tile-like walls in kitchen and bath, for sparkling furniture for the kitchen, playroom, terrace and lawn.

Duco is easy to apply, flowing out to a smooth, hard, durable surface that can be washed time and time again. Grease, dirt, smudges are whisked away with soap and water to restore quickly the beauty of the Duco surface.

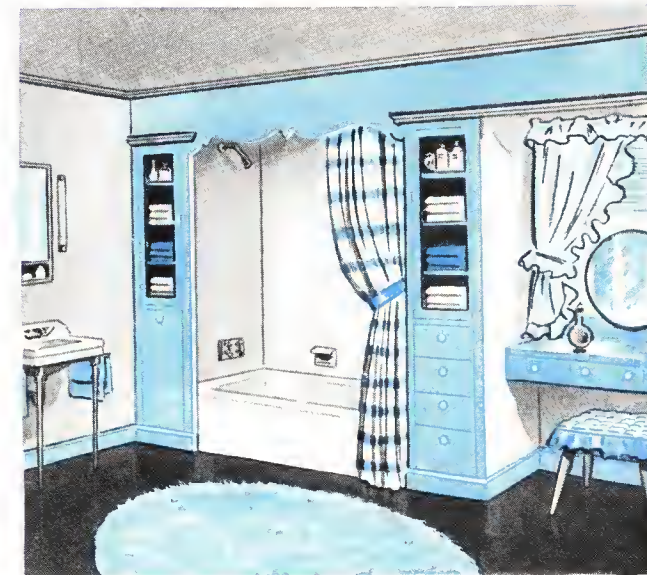
And there is a great selection of colors from which to choose—all easy to use, all exceptionally durable.

Duco is the enamel that has helped make "Transformagic" the popular pastime it is. All that is needed to practice this "art of making old things new," transforming old discarded furniture into creations of gay and unusual beauty, is a little imagination, some simple carpentry, and Duco. Lots of ideas, plus instructions for painting the festive peasant designs made famous by Peter Hunt, are included in a book available at your Du Pont Dealer.

Duco Enamel Undercoat is a companion product made especially as a first coat for use under Duco. It dries quickly with a flat finish and is ideal as a first coat for new wood or as an undercoat in repainting a dark surface in a lighter color.

Duco Clear is a transparent, durable finish for woodwork and furniture. It may be used as a protecting coat for "natural" finishes or as a final coat over decorated surfaces indoors or out.

Duco Metal Primer is a quick-drying brown primer for use on clean metal surfaces inside and outside. It acts as a bond between metal and finish coats.



Bathrooms sparkle when finished with DUCO's rich, glossy colors. Water can't harm them, so splash to your heart's content.

New Life for your furniture...

DU PONT SUPER-CLEAR VARNISH

A pale, almost water-clear varnish that dries overnight to a smooth, lustrous finish. It is suitable for general interior use, particularly on furniture, trim, and woodwork.

It is easy to apply, levelling without brush marks, and is highly resistant to wear and to hot and cold water. Super-Clear can be cleaned easily. A damp cloth will remove dirt and ordinary stains. Be sure to read directions on the label.



DU PONT "TUF-COTE" VARNISH STAIN

Instead of having to stain a surface and then apply a protective coating of varnish over it, both can be done in one operation with Tufcote Varnish Stain. The stain colors the wood to the desired shade—five wood colors are available—and the varnish vehicle gives permanence and durability to floors, furniture and woodwork.

Tufcote Graining Ground—Light Buff—is a companion product for use as a base coat where the subsequent Varnish Stain is to be lighter in color than the present old finish.



DU PONT OIL STAIN

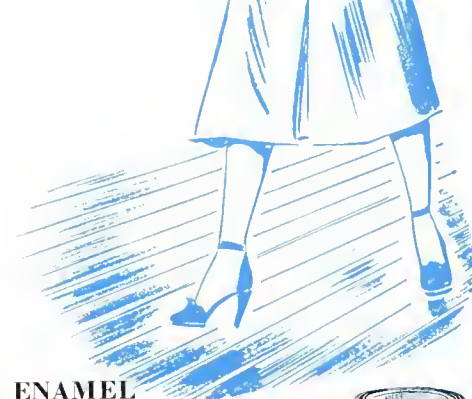
This very versatile product—a pigmented stain in an oil-type vehicle—gives color and richness to wood without concealing the wood's natural grain. For use only on new wood,

its five true wood colors impart richness to furniture and floors. It is applied with a soft brush or rag to unfinished furniture, wood panelling, trim, etc., and the excess wiped off with cheesecloth. Recommended finishing coats are Duco Clear, Super-Clear Varnish or Du Pont Paste Wax. Ask your dealer for instruction folder on finishing new furniture.



SURFACE	FINISH DESIRED	PRIME COAT	UNDERCOAT	FINISH COAT	DU PONT PRODUCTS RECOMMENDED FOR FURNITURE
WOOD	Clear—natural		Paste Wood Filler (for open-grained woods only)	Super-Clear Varnish or DUCO Clear or Penetrating Wood Finish	
	Clear—stained	Oil Stain	Paste Wood Filler (for open-grained woods only)	Super-Clear Varnish or DUCO Clear or Penetrating Wood Finish	
	Clear—stained		Paste Wood Filler (for open-grained woods only)	Tufcote Varnish Stain	
	Enameled—Semi-Gloss		DUCO Undercoat	Intermix equal parts DUCO Undercoat and DUCO Enamel	
	Enameled—Gloss		DUCO Undercoat	DUCO Enamel	
METAL	Painted—Gloss	DUCO Metal Primer	DUCO Undercoat	DUCO Enamel	

Your floors... keep them beautiful



DU PONT "SUPREMIS" FLOOR VARNISH

Du Pont SUPREMIS Floor Varnish is a superior product specifically made for floors that require a tough protective coating unusually resistant to foot traffic. It is easy to apply and dries to a beautiful smooth, glossy surface. It is a favorite with professional finishers and is widely used for the finest work.



DU PONT PENETRATING WOOD FINISH

A hard-drying, clear finish which sinks right into the pores of the wood and actually hardens the surface. It is recommended principally for floors, but can be used on any new or thoroughly sanded woodwork. Surfaces that have been previously finished *must be* completely sanded before application.

It cannot wear off like film-forming finishes, but seals the wood against dust and dirt and makes the ideal finish for floors that must withstand lots of traffic. And areas that begin to show wear after years of service can be patched readily and invisibly because the finish takes hold and is absorbed only where porous wood has been exposed.

Penetrating Wood Finish is waterproof and may be scrubbed repeatedly without swelling or warping of the floor boards. Although the finish has a lovely dull sheen, floors are usually waxed for added lustre.



DU PONT PORCH AND FLOOR ENAMEL

A hard-drying, high-gloss finish, Du Pont Porch and Floor Enamel is especially made for inside or outside wood or concrete floors, porches, decks, steps and railings. It is available in a wide range of colors and provides a rich-looking, colorful coating that resists the hard wear of scuffing feet, stands up to the punishment of rain, sleet, and snow.



DU PONT CONCRETE FLOOR PRIMER

A pigmented primer, medium gray in color, to be used on unfinished concrete floors below the grade line. It is also designed for use on other interior or exterior unpainted masonry surfaces where damp or alkaline conditions may develop.

Its use adds greatly to the durability of succeeding coats of Du Pont Porch and Floor Enamel because it seals against free alkali that quickly destroys ordinary enamels when applied direct to concrete. Be sure to read label directions.

DU PONT "DUCO" CLEAR LINOLEUM LACQUER

A transparent protective coating for linoleum surfaces that dries to a durable high-gloss surface. It saves the surface of new linoleum and gives the sparkle of new life to old, making both extremely easy to clean. Follow label directions carefully.

DU PONT PRODUCTS RECOMMENDED FOR FLOORS

	SURFACE	FINISH DESIRED	PRIME COAT	UNDERCOAT	FINISH COAT
	INTERIOR FLOORS Wood	Clear—natural		Paste Wood Filler (for open-grained woods only)	"Supremis" Floor Varnish or Penetrating Wood Finish
		Clear—stained	Oil Stain	Paste Wood Filler (for open-grained woods only)	"Supremis" Floor Varnish or Penetrating Wood Finish
		Clear—stained		Paste Wood Filler (for open-grained woods only)	Tufcote Varnish Stain
		Painted—Gloss			Porch & Floor Enamel
	Concrete	Painted	Concrete Floor Primer		Porch & Floor Enamel
	Linoleum	Gloss			DUCO Clear Linoleum Lacquer
	EXTERIOR FLOORS Wood, Concrete, Canvas	Painted			Porch & Floor Enamel

Color on the Outside...



DU PONT HOUSE PAINT

The wonderful whiteness of Du Pont 40 Outside White, the self-cleaning properties of House Paint White and Tints, their ability to hide and to give extra coverage at the same time, their superlative brushing qualities—all mean long-lasting beauty and protection for the house exterior—economy and satisfaction for the home owner and the painter.



40 Outside White is the house paint that "Starts White, Stays White." It's the self-cleaning house paint developed by Du Pont to keep your home white and bright for years. Excellent coverage, great hiding power, fast and easy application, and long-lasting durability make it the choice of thousands of home owners and painters.

How Du Pont House Paint Cleans Itself

Although Du Pont House Paint forms a tough, durable film to protect the painted surface from the ravages of weather, it uses nature to help it perform a very important function — "self-cleaning." As time goes on, a fine white powder forms on the paint surface. Under normal conditions, dirt which settles on the surface is washed away with the powder, exposing a fresh, clean white surface.

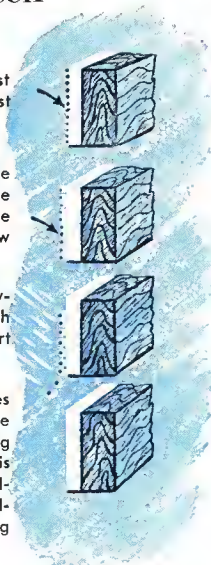
This controlled chalking process is continuous, keeping the surface always white, yet it is so gradual that it does not adversely affect the wearing qualities of the film. Because "self-cleaning" depends on rain and weather, it may be retarded, or even prevented in some cases, by protecting overhangs, dense foliage, industrial smoke and soot, or rust from screens and other metal surfaces.

All paints collect dust and dirt during the first few months.

With Du Pont House Paint, a fine white powder forms on the surface after a few months.

Rains wash off this powder—and with it, much of the accumulated dirt and grime.

"Self-cleaning" leaves surface clean and white . . . keeps it sparkling white for years. This cleaning process is gradual and does not adversely affect the long life of the paint.



DU PONT EXTERIOR HOUSE PAINT COLORS

The self-cleaning characteristics and other outstanding properties of 40 Outside White are duplicated in the Du Pont House Paint Tints—beautifully clean, bright colors to suit the style or the surroundings of a home, or express an individual's preference. The resistance to fading in these colors is excellent. They will retain their original beauty for years.



DU PONT TRIM COLORS

Very important to the appearance of a house is the color of the trim. Du Pont House Paint Trim Colors have been selected to blend with and yet accent the Du Pont House Paints used on the body of the house. Very important, too, are the other characteristics which make the Trim Colors popular with painters and home owners. They are smooth-flowing and easy to apply, and stand up under the most adverse conditions.

When you select a trim color, be sure also to look at the colors available in fade-resistant DULUX Trim & Trellis Finishes.

DU PONT HOUSE PAINT WOOD PRIMER

This product was developed and proved under the rigid Du Pont program of test fence exposure, experimental house painting and extensive field trial by master painters. It is to be used as a first coat over bare wood or over previously painted surfaces that are badly weathered—not as a finish coat.

Du Pont House Paint Wood Primer penetrates the surface sufficiently to provide good adhesion, yet it does not allow the thirsty wood fibers to absorb too much of its oil vehicle. It has excellent build and smoothly fills the wood pores, thus holding out the finishing coats. Very good hiding power insures against variations of color after the finish coat has been applied. Complete directions are found on the label.

"DULUX" GALVANIZED METAL PRIMER

A combination of a synthetic vehicle and zinc dust, each in a separate container. It has the ability to cling tenaciously to galvanized metal surfaces, creating a splendid foundation for subsequent finishing coats. It is also unusually resistant to peeling under cold weather conditions. Eliminates necessity of using messy chemical washes.

For your House... Beauty and Protection



DU PONT "DULUX" TRIM AND TRELLIS FINISHES

Du Pont DULUX Trim and Trellis Finishes are outstanding for all outside trim work. They hold their true color and gloss unbelievably long . . . far longer than ordinary trim paints! They resist mildew and fungus growths to a remarkable degree. Their quick-drying qualities minimize damage from dust and bugs. Even in chilly weather Trim and Trellis spreads easily and hides well, leaving a surface that is smooth and free from brush marks.

The secret of Du Pont Trim and Trellis superiority lies in the specially developed DULUX synthetic resin vehicle . . . the result of years of Du Pont research. It produces trim work that stays beauty-bright . . . makes every house job outstanding.

The variety of colors in which Trim and Trellis is available adds immeasurably to its popularity. Greens, blue, brown, reds—and intermixes of these colors—make it possible to get just the right shade to style your home correctly or to satisfy a personal preference.



"DULUX" METAL PROTECTIVE PAINT

One of the famous DULUX family of finishes, made especially for use on exterior or interior metal surfaces. It is especially resistant to fading and cracking and possesses remarkable durability. A variety of colors dry with a full gloss.

	SURFACE	FINISH DESIRED	PRIME COAT	UNDERCOAT	FINISH COAT
DU PONT PRODUCTS RECOMMENDED FOR BUILDING EXTERIORS	SIDEWALLS Wood	Painted	House Paint Wood Primer		40 Outside White House Paint or Exterior House Paint Colors or Barn and Roof Paint
	Masonry	Painted			Cement & Stucco Paint or 40 Outside White House Paint or Exterior House Paint Colors
	TRIM & SHUTTERS	Painted	DULUX Trim & Trellis Undercoat		DULUX Trim & Trellis Finishes or Exterior House Paint
	DOORS, ETC. Wood	Clear—natural		Paste Wood Filler (for open-grained woods only)	DULUX Exterior Spar Varnish
		Clear—stained	Oil Stain	Paste Wood Filler (for open-grained woods only)	DULUX Exterior Spar Varnish

DU PONT BARN AND ROOF PAINT

Made only in the traditional rich red. Du Pont Barn and Roof Paint is real low-cost protection for barns and outbuildings of wood or metal and for metal roofs. More and more homes, too, are being painted barn red. It is appropriate in a rural setting, and becomes distinctive in a color-planned community.

Its tough, good-looking finish will stand up under lots of punishing wear from rain and heat and cold. Excellent for metal roofs. It is ready to use just as it comes from the can.



DU PONT CEMENT AND STUCCO PAINT

A protective and decorative oil finish for exterior use. Cement and Stucco Paint is available in popular colors. On cement, stucco, plaster and brick it seals the pores and retards moisture penetration, and at the same time preserves the texture of the original surface.

Cement and Stucco Paint, except White, may be tinted with Du Pont tinting colors to create the infinite variety of shades so popular in the warmer climates.



DU PONT SHINGLE STAIN

Processed vegetable and creosote oils are the vehicle for this high grade pigmented stain designed for use on shingle roofs and siding.

Exposed to sun, rain, wind, and snow, a shingle roof quickly deteriorates unless protected with a good stain. Du Pont Shingle Stain meets every requirement of a good stain. It penetrates deeply into the wood, carrying pigmented color, not just dye. Initial appearance is better, it wears longer, and keeps its good looks over a greater period of time. Label shows complete directions for dipping and brush application.



DU PONT "DULUX" EXTERIOR SPAR VARNISH

A pale, high-build, exceedingly durable spar varnish especially formulated to stand up on all exterior surfaces. It will not turn white.

Its hard, glossy, durable surface is excellent for outside doors, railings, boats, etc. A valuable use is on metal screens to retard staining from the oxidization of the metal.

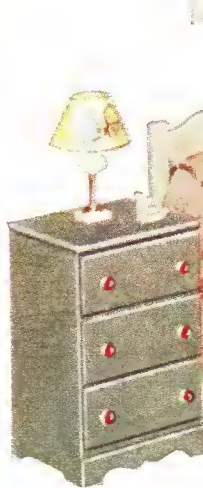
SURFACE	FINISH DESIRED	PRIME COAT	UNDERCOAT	FINISH COAT	DU PONT PRODUCTS RECOMMENDED FOR BUILDING EXTERIORS
WOOD SHINGLES	Stained			Shingle Stain	
METAL ROOFS	Painted	DULUX Metal Primer		Barn & Roof Paint or DULUX Metal Protective Paint	
METAL SCREENS	Clear			DULUX Exterior Spar Varnish	
	Painted			Screen Enamel	
GALVANIZED SPOUTING, GUTTERS	Painted	DULUX Galvanized Metal Primer		DULUX Metal Protective Paint or House Paint or Barn & Roof Paint or Trim & Trellis Finishes	
STEEL PIPE, RAILINGS, ETC.	Painted	DULUX Metal Primer		DULUX Metal Protective Paint or House Paint or Barn & Roof Paint or Trim & Trellis Finishes	

Color can save you money!

COURTESY, ARISTO-PLY FURNITURE

One of the nicest things about redecorating with paint is—it's so inexpensive! You might not care to invest in new rugs or drapes or upholstery—but you can get "new" walls and woodwork all for the cost of a can of paint! And an excellent way to keep your decorating still further on the economy side is through the use of *unpainted furniture*. Such pieces are available in great variety, from chairs and shelves to dressers and chests—and can be finished in natural or stained finishes, or painted in gay colors. They make happy additions to bedrooms, guest rooms, nurseries, and recreation rooms—and they're a real bonanza to newlyweds faced with the necessity of buying a lot of furniture at one time. Painted in gay colors with Duco, they can be made to fit into any desired scheme: to harmonize with walls already painted or papered, with rugs already on the floor, or with other existing furniture. The point is still to decorate with good taste in colors that *you* will be happy to live with.

Bedside Tables, DUCO intermix of Nassau Green (1/2) and White (1/2). Trim, DUCO Chinese Red. Chests and Bed, DUCO intermix of Maize Tan (1/2) and French Blue (1/2). Trim, DUCO intermix of Peach (1/2) and White (1/2).



Color for a jewel box setting



At the opposite end of the scale from unpainted furniture are those prized possessions handed down from one generation to another—"antiques," if you will—whose worn metals and woods are softly filmed with the waxing and rubbing of many hands, and glow with the soft patina of age. All of us who are fortunate enough to have such lovely things in our homes will naturally wish to do all we can to enhance their charm, and we should make them a major consideration in establishing a color scheme for the room. In planning a color background for such pieces, we should pay them the respect that is due these standards of beauty and craftsmanship that have lasted through the years. Walls and woodwork, for instance, might be painted ivory or cream, to harmonize with whites turned yellow with time. In the picture shown here, the richness of old mahogany is given a jewel-like setting by the off-white walls. Harsh colors, too bright colors, too glossy colors should be avoided. By using the softer color tones, we will be giving these cherished pieces the friendly setting they deserve.

COURTESY F. SCHUMACHER & COMPANY

A credible reproduction of an early 18th Century bedroom in Wythe House, Williamsburg. In itself, it is a living and liveable reference library for anyone seeking to decorate in an authentic manner. The fabric colors are blue-green, lemon and rust. Wall colors are plaster white, with the cornice, dado, baseboard and panelled wall in green. Walls, Du Pont Flat Wall Paint, intermix of Old Colony Ivory (1/2) and White (1/2). Trim, DUCO intermix of Hunter Green (1/2) and White (1/2).



Color should be personal!

In your bedroom, you can express your own taste freely. This is a personal room—*your* room—and should reflect your own color preferences. Even here, be guided by sound color principles. The bedroom's main function is rest and relaxation, so you should use quiet, tranquil colors in your decorative scheme, such as blues or greens. But even the warmer colors, in light pastel, tend to please rather than stimulate, so you might choose a pink, or a peach, or a yellow.

This small room in the traditional style of furnishing seems spacious, since the walls, woodwork, and ceiling are painted a neutral color. A pair of windows is dramatized by using yards of sheer fabric in a warm color contrast to frame the window group. This soft rose is repeated in a woven spread that launders easily. An attractive room is a practical room. **Walls and Woodwork**, Du Pont Semi-Gloss Enamel, Nutra Gray. **Floor**, Du Pont Porch and Floor Enamel, Black.

COURTESY MONUMENT MILLS



HOME OF STANTON GRIFFIS, JOSEPH MULLEN, DECORATOR

A master bedroom executed in shades of blue, white, and peach, simple in furnishings, yet luxurious in effect. All materials are of excellent quality and have texture interest. The woodwork is painted white while the floor is in a slightly darker tone of blue than the wall. The bedspread fabric repeats the darker color. Accents are optional with the individual, but ordinarily the occupant's attire will lend sufficient color. **Walls and Ceiling**, Du Pont Flat Wall Paint, intermix of Blue Haze (1/3) and White (2/3). **Woodwork**, DULUX Super-White, Eggshell.



The wood of your furniture may help you choose your color scheme. Dark mahogany and cherry woods look better against blue, blue-green, and green; while the bleached woods can be set against matching walls, or set off by painting the walls in a more dramatic color.

Guest rooms, since they are occupied for a shorter period of time, may be furnished in a gayer mood than the master bedroom. But here it is wiser to use a balance of three or more colors, than to use just one color that might be thoroughly disliked. Comfort and good cheer play an important part in making your guests happy.

A combination bed-sitting room is furnished more in the living room manner than in that of a bedroom, and the colors can be more diverse. A good compromise in such a dual-purpose room is to paint the walls a relaxing color, and use bright, stimulating colors in the materials that can be placed in some inconspicuous place when the room is converted into sleeping quarters.

Remember, that bedrooms are night rooms used largely in artificial light. Colors selected in bright sunlight look different at night—so bear this in mind when choosing the colors *you* like for that most personal of all rooms—the bedroom.

Color and texture compete for honors in this modern bedroom. Green, brown and yellow are the major colors. The floor covering repeats the spread color, and the lamp shades pick up the colors in the background of the painting above the bed. Although the furnishings are severe, the interesting combination of colors makes a functional room pleasant, restful, and entirely liveable. **Walls**, Du Pont Flat Wall Paint, intermix of Aqua Green (1/2) and Larkspur Blue (1/2).

COURTESY MONUMENT MILLS



COURTESY TODAY'S WOMAN, HANS VAN NES, PHOTOGRAPHER

A natural pine-paneled wall creates a living room atmosphere in this bed-sitting room. The natural tones of the wood are retained to keep a restful quality for night use, while the gay fabric colors furnish the stimulant needed for day use. Details make this room doubly attractive. The three prints and two lamps symmetrically placed, the neat window valances, the convenient built-in shelf all contribute to appearance and comfort day or night. **Panelling**, Du Pont Penetrating Wood Finish.

An old home, made to look new and crisp through paint, is clearly exemplified in this attractive bedroom with its yellow walls, white woodwork and harmonizing greens from adjoining rooms. Shades of yellow through yellow-green to green are repeated in the furnishings of the room. Print, lamps and flowers lend additional interest. **Walls**, Du Pont Flat Wall Paint, Daffodil Yellow. **Trim and Chair**, DUOCO White. **Door**, DUOCO intermix of Nassau Green (1/2) and Pearl Gray (1/2). **Floor**, Du Pont Porch and Floor Enamel, Walnut Brown.

COURTESY BETTER HOMES & GARDENS, EMELIE DANIELSON NICHOLSON, PHOTOGRAPHER



Cheerful colors are young colors!



Let's start off this page with a great big "DON'T!" . . . *Don't* decorate a child's room to please yourself, or Grandmamma, or rich Aunt Hattie—decorate it to please the child! Since we follow our personal tastes and preferences in all other phases of home decoration, it's perhaps only natural that these same tastes should be our criterion when we come to the nursery or playroom or child's bedroom. But we should remember that this is the *child's* room—and children have very definite color preferences which are often greatly at variance with our own. It's an eye-opening experience to take children on a window-shopping expedition, or a tour through the stores, and observe the colors they like. Or better still, go to an exhibit of drawings

and paintings done by children and notice the bold, gay colors that predominate in their own creations. They have primitive tastes in color: in their early years, red takes precedence two to one and, strangely, black is second. So use splashes of bright color to satisfy this natural primitive instinct!

As children grow older—particularly when they reach their late teens—they turn oddly conservative—much more conservative and conventional than their elders. Girls want "pretty" rooms, and often revert to traditional styles. Boys want sturdy furniture and deep colors which they believe to be masculine. But whatever the age, remember that children have very definite color preferences of their own.



COURTESY MADEMOISELLE MAGAZINE, EMELIE DANIELSON NICHOLSON, PHOTOGRAPHER

With red a two-to-one favorite among young children, this room rates high in popularity. The walls are white, but red is introduced in the furniture, fabrics and wall decoration. Storybook-character decorations and a "personalized" toy box, with furniture of the proper scale, make it a very liveable room for Jane. **Walls and Ceiling**, Du Pont Semi-Gloss Enamel, White. **Bed and Chair**, DUCO Chinese Red. **Box**, DUCO White.

The nursery with walls, woodwork and furniture painted the same color is relieved by the white spatter dash floor and the light chintz on the chair and bassinet. **Walls**, Du Pont Semi-Gloss Enamel, intermix of Patina Green (1/2) and Nutra Gray (1/2). **Woodwork and Furniture**, Du Pont Interior Gloss Enamel intermix of Springtime Green (1/2) and Gull Gray (1/2). **Floor**, DUCO White with spattered DUCO Colors.

COURTESY WOMAN'S HOME COMPANION, TONY VENTI, PHOTOGRAPHER



This room illustrates the effectiveness of an interesting distribution of color. The large floor area of red is picked up in the spreads and upholstery and free-hand painting on the bed posts. It is a perfect room for the teen-ager about to graduate into adulthood. **Walls and Ceiling**, Du Pont Flat Wall Paint, Parchment. **Trim**, Du Pont Semi-Gloss Enamel, Bamboo.

ROBERT THATTELL, PHOTOGRAPHER



Good Color

...for the bath

The very fact that bathrooms are usually small makes it particularly important that *good color* be used in their decoration. Here are a few practical suggestions that might help you answer that often-asked question, "What shall I do with my bathroom?" If the wall is partially tiled, always paint the upper section of the walls and the ceiling in the same color, or you will break up the room into badly balanced parts.

For a very small room, you can make it seem larger by painting the walls white or pastel to match the bowl and tub—and then have the floor, ceiling, and accessories in a contrasting color. If the room is larger than the average, a color such as yellow, peach, or pink on walls and ceilings will make the room warmer. Floor and shower curtains can then be in a contrasting cool color.

Since bathrooms get a lot of moisture, particular care must be taken in their painting to insure a satisfactory job. You should be sure that the surfaces themselves are in good condition and properly prepared, and that you use the right Du Pont finish to stand up under conditions which include hard wear and continual cleaning.

Here is a perfect example of an analogous color scheme, with shades of yellow and orange nicely balanced by the brown notes. A color scheme such as this would be excellent in a bathroom with no windows—dependent on artificial light and artificial ventilation. The color would warm and light the room, preventing any closed-in feeling. Walls, DUCO intermix of Shell Pink (1/2) and Pearl Gray (1/2). Trim, DUCO Primrose Yellow.

COURTESY CRANE CO.



COURTESY WOMAN'S HOME COMPANION, GRAY-O'REILLY, PHOTOGRAPHER

The decorations in this bathroom mix the tailored and feminine elements nicely. The walls and floor in a medium value of green are excellent foil for the light pink tile. Walls, DUCO intermix of Jade Green (1/2) and French Blue (1/2). Stool and Hamper, DUCO White.



EMILIE DANIELSON NICHOLSON, PHOTOGRAPHER

There is excellent color progression here from bedroom to bath. The trim and ceiling are painted peach, one of the colors in the bedroom wallpaper, and color motifs in the wallpaper are pasted at the ceiling line to form a gay frieze. Walls, Du Pont Semi-Gloss Enamel, White. Ceiling, DUCO Peach. Trim, DUCO Peach and DUCO White.

Color ... and "Transformagic"



While travelling through Europe some years ago, a Cape Cod artist named Peter Hunt got an idea. In every home he visited in the country districts, he saw gay pieces of furniture that owed their charm to the simple designs with which they had been decorated by peasant craftsmen. "Why not," he reasoned, "use these same charming designs to give new beauty to old *American* furniture, too?"

Back home again in his Provincetown workshop, Mr. Hunt put his idea to work. He gathered together, from friends' attics and from second-hand furniture stores, pieces of furniture that can best be described as "attic uglies"—those sturdy old bureaus and hatracks and so on that were once thought so "elegant," but that only make us shudder, today.

With a little simple carpentry he removed the gingerbread decoration and made other minor alterations, painted the finished pieces in bright colors, and added gay little figures and designs in the manner of the European home craftsmen who had given him the inspiration. Soon these transformed pieces were on sale in the more exclusive furniture shops, and were eagerly purchased for many of America's most gracious homes.

But good ideas can't be kept "exclusive"—and soon magazine articles began appearing on the unusual art of Peter Hunt. The Du Pont Company worked with Mr. Hunt in preparing a booklet about his easy way of transforming

furniture . . . so easy that we christened it "Transformagic."

And so was born what has proved to be a most unique and fascinating hobby. Through this practical method of rejuvenating old furniture, a whole new field of home decoration was opened to thousands of homeowners, who found a real thrill of creative accomplishment in "making old things new."

And it's so easy to decorate your pieces with these gay peasant motifs, because of the simple technique developed by Peter Hunt. His beautiful designs all revolve around an easy-to-learn "basic stroke" that makes your decorating job fun to do.

It's all explained and illustrated in the latest edition of the book, ***Transformagic by Du Pont***. Ask your Du Pont Paint Dealer for a copy.



The magic in "Transformagic" is vividly illustrated at left in a Welsh cupboard made by building shelves on this shabby dresser, painting with sparkling DUCO and adding Peter Hunt designs.

Give that *leisure hour* look

Who is there who doesn't treasure that hour that is his to do with as he pleases, in a room that is strictly his own? *You* may spend that hour at some hobby in an attic room, or in a workshop in the basement, or in the library with a book. But wherever it is, a room that is *yours*, for *your* pleasure, can be as unconventional as you wish . . . and there's no better way to set the mood for your leisure hours than by decorating with paint! If you crave excitement, the colors will be gay; if you want relaxation, the colors will be on the green, or blue, or neutral side. Be guided by the colors you like—and any room can be given an entirely new appeal by the simple expedient of repainting.



A basement workshop which builds anything from a row boat to a model ship is the order of the day, and would delight any age and either sex, especially if the colors are bright, cheerful and clean like these. **Walls**, Du Pont Semi-Gloss Enamel, Stardust Blue; Semi-Gloss Enamel, White. **Cabinets**, Du Pont Super-Clear Varnish.

This red, white and blue playroom is the ultimate in idea decoration with its toy circus and real merry-go-round horse. **Walls and Ceiling**, Du Pont Semi-Gloss Enamel, White. **Woodwork, Trim and Decoration**, DUCO White, Rich Red, Admiralty Blue, Hunter Green, Primrose Yellow. **Floor**, Du Pont Oil Stain, Walnut, and Penetrating Wood Finish.

EDWARD L. SMITH, PHOTOGRAPHER



MILDRED IRBY, DECORATOR. HANS VAN NES, PHOTOGRAPHER

Pine panelled walls, a red leather chair, a good reading light and an interesting book are the main ingredients of this library setting. Typical of such a room are the built-in book shelves, the cheery fireplace with a surround to match the panelling, and comfortable accommodations for reading, talking or just dreaming. **Wall Panelling**, Du Pont Super-Clear Varnish. **Floor**, Du Pont "Supremis" Floor Varnish. **Woodwork in Hall**, DULUX Super-White Enamel.

Up under the eaves in any house may be a room for a small hideaway. Here one can read, keep a stamp collection up to date, paste pictures of the vacation in an album or carry on a conversation with family or close friends. The subdued color scheme of greens, yellow, browns and white is a perfect choice for rest and relaxation. **Walls and Ceiling**, Du Pont Flat Wall Paint, Lime Green. **Floor**, Du Pont Porch and Floor Enamel, Walnut Brown.

COURTESY WOMAN'S HOME COMPANION. GRAY-O'REILLY, PHOTOGRAPHERS





COURTESY GOOD HOUSEKEEPING MAGAZINE. HANS VAN NEE, PHOTOGRAPHER

A conservatory porch is a perfect out-of-doors room and faces a well-equipped barbecue pit and open fire. All meals may be cooked here with little effort. The trim is painted white and the brick left in its natural state. The rattan chairs are painted blue. All other color is introduced in flowers, foliage and the materials in chair and bench cushions. **Wood Trim**, DUCO White. **Table and Benches**, DULUX Exterior Spar Varnish. **Chairs**, DUCO Admiralty Blue.

Open-slatted partitions may be painted any color that will harmonize with the exterior of the house, but greens and white seem to be favored. Each is cool during the hot summer days, and each makes a fine background for the changing colors of seasonal flowers. **Enclosure**, DUCO Nassau Green. **Furniture**, DULUX Exterior Spar Varnish.

COURTESY WOMAN'S HOME COMPANION. GRAY-D'REILLY, PHOTOGRAPHERS

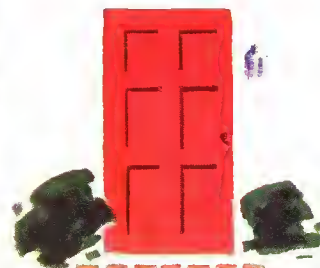


Light, clear yellow for the body color of the house with a clean white trim proved an ideal choice to set off this enclosed paved terrace and garden. The surroundings, with foliage, flowers, and furniture, have a finished, professional appearance. **Body**, Du Pont House Paint, Solar Yellow. **Trim**, House Paint, 40 Outside White. **Furniture**, DULUX Exterior Spar Varnish.

MAYNARD L. PARKER, PHOTOGRAPHER



Out-of-doors means *Color*



Breakfast on the terrace . . . luncheon in the patio . . . tea on the lawn . . . once upon a time such charming ideas of gracious living brought only visions of English country houses, or great estates. Today, however, more and more attention is being paid to outdoor living . . . and our own modest homes offer endless opportunities for decorating outdoor areas and moving many of our activities out into the sunlight.

When the sun shines, there is always color. Remember this when planning the paint scheme for an enclosed or open porch, terrace or out-of-doors room.

Natural light is much stronger than artificial light. Colors of great intensity may be used outdoors because they will be absorbed more readily. But often there is high color in flower beds, in the planting surrounding the house.

The color you then will use may be a background to garden or lawn. In the case of an enclosed porch or terrace, it may be a quiet, tranquil color, needed to rest the eyes from exposure to exterior brightness.

It is surprising how effective whites, yellows, and dull reds of old brick, the grays of flagstone and the browns of tree trunks prove. We look for and see perpetually in nature some fresh, unhackneyed version of color, and we can supplement it, intensify it or subdue it by the intelligent use of paint.

A clever architect makes use of the wings of a house to form an outdoor room with a barbecue fireplace in one corner. Gay colors with sparkling white are always in order where there is an abundance of sunshine. **Frame Wall and Door**, DUCO Bermuda Blue. **Wood Trim**, DUCO White. **Bricks and Exterior Side Wall**, Du Pont Cement and Stucco Paint, White. **Metal Furniture**, DUCO French Blue.

MASON WEYMOUTH, PHOTOGRAPHER



Fit your house to your community...



What color shall you paint the exterior of your house? Here, as in all of your decorating with paint, you naturally want to use the colors you like. However, since most of our houses are a part of a *community* of homes, we must bear in mind how they will look among their fellows. This doesn't mean that your home must conform to a standard pattern, but rather that it should *fit* into the general community scheme. Within the limits of style, your home will have greater monetary value—and will look better, too—if it is painted in colors that blend or contrast harmoniously with those of neighboring homes. Individuality need not be lost, because houses painted white or light pastels can be varied with well-colored roofs, shutters, doors, and trim. These colors should be harmonious in themselves, as well as with all colors within visual range.

Community-wise color use is becoming an important study. Many wide-awake city planning commissions or site-planning groups employ a trained colorist to develop community color plans. These color plans are based on psychological, physical, and economic studies. Monotony is avoided, but so is the garish, the pretentious, and the "cheap." There need not be standardization. You, the home-owner, can select from several color combinations the one best suited to your home's architecture and to its position on the site plan. You may select the colors you like and know you can live with for a long time.

Here is an air view of a planned community illustrating the wide variety of home types and color combinations possible. Notice that barn-red houses usually have white eaves which break the solid aspect. Details such as this are part of all exterior paint styling, important and effective to the over-all appearance.

COURTESY BETTER HOMES & GARDENS, GEORGE H. DAVIS STUDIO, PHOTOGRAPHERS

Color ... for gaiety, charm and



HEDRICH-BLESSING, PHOTOGRAPHER

An inset porch has an overhang from the second story. The walls are brick, the roof colonial blue-green, and the shutters at the upper story windows a strong red. Still—it is a white house. It is an unusual, even striking house, yet for its setting and its owner's preferences it is beautifully styled. Bright and clean, it gives the impression of being as well ordered on the interior as it is trim and neat on the outside. **Body and Wood Trim**, Du Pont House Paint, 40 Outside White. **Shutters**, Du Pont Trim and Trellis, Bright Red.

The charm of a New England village with its white houses, white fences and white-washed tree trunks lining the winding roads is due in large measure to the bright, clean look of white paint. There's something so fresh and inviting about a white house—and over the years *white* has held its place as a universal favorite. But don't think for a moment that every white house need look like every other white house! It needn't—because you don't depend on white alone for the whole effect your home creates. No—you give it that little added sparkle of your individuality by your choice of a contrasting color for those “decorative” elements, the roof, the trim, and the doors. (But in selecting this contrasting color be sure that you show good paint manners and pick a color that harmonizes with the house on either side of you.)

There's a lot more that you can do with color, too. For instance, the correct paint styling of your home can emphasize its good architectural

Another white house, this one a ranch-type home of concrete construction, is made colorful by painting the roof red and accenting the shutters and important window in rich gray. While a house might be as liveable inside if it presented a drab exterior, it is more important, so far as neighbors are concerned, to keep the outside attractive and in harmony with the surroundings. **Body**, Du Pont Cement and Stucco Paint, White. **Shutters and Trim**, Du Pont House Paint, Scotch Gray. **Roof**, Du Pont Barn and Roof Paint, Red.



spirit!



features, and bring out their fullest charm. And it can work equally well for you in reverse, by subduing those features that are less desirable. Perhaps you feel that your house is too tall; you can make it *appear* to be lower by painting the roof a *dark* color. Or maybe if it is too low and spreads on the landscape . . . then paint the roof a *light* color and a bright one, to draw the eye upward. Then you can paint the shutters, trim, and front door a lighter or darker value of the roof color. If you wish, you might use a color that will contrast with the roof—but if you do, the areas where the trim color is used should be well-placed and well-balanced. A contrasting color will

emphasize and dramatize these areas—so they must be “good architectural features” to begin with. If they are not, you don’t want to call attention to them but should paint them white like the rest of the house. Chimneys on white houses are usually painted white, too, so that they will be less conspicuous.

Once upon a time, folks painted the door red or blue to let all the swains in the neighborhood know that they had a daughter of marriageable age. Now we do it simply because it strikes a happy note . . . and after all, that is what color is for. So dare to use with white the color you like—the color *you* feel will give your home its proper spirit!



While this house is of a conservative style when compared with modern architectural trends, it has been made attractive through a good use of color. The large area of dark roof almost demanded white as the body color. The blue shutters were used to tie the body to the roof and at the same time lend distinction. **Body**, Du Pont House Paint, 40 Outside White. **Shutters**, Du Pont Trim and Trellis, Blue.



On a corner property the sharp angles formed by steep pitched roofs on this home look good from any direction. These features have been played up, and the house blended with the shrubbery, by using green on the wood shingles of the roof and green for the shutters. **Body**, Du Pont House Paint, 40 Outside White. **Shutters**, Du Pont Trim and Trellis, Jade Green. **Roof**, Shingle Stain, Dark Green.



The smallest of houses takes its important place in the community when it is painted to fit its architectural style, its location, and the surrounding homes. **Body**, Du Pont House Paint, 40 Outside White. **Shutters**, Du Pont Trim and Trellis, Blue.



The wood siding and brick in this beautiful home contrast as to texture, but are unified by the all-over use of white. Maroon shutters complete the picture. **Body**, Du Pont House Paint, 40 Outside White. **Shutters**, Du Pont Trim and Trellis, Maroon.

Careful attention to detail in color styling this small home brought about a plan that so beautifully fits the house. **Body**, Du Pont House Paint, 40 Outside White. **Gable**, House Paint, Classic Buff. **Roof**, Du Pont Shingle Stain, Brown.





STONE & STECCATI, PHOTOGRAPHERS

Shingles or siding in natural color or stained, and protected from weathering by a good varnish, tie a house to the landscape. The rich red roof on this house holds the same color family as the siding and adds life to the scheme. For contrast, the window mullions of the large center window, and the eave mouldings are painted a bright yellow-green. **Body**, DULUX Exterior Spar Varnish. **Trim**, Du Pont Trim and Trellis, Jade Green. **Roof**, Du Pont Shingle Stain, Tuscan Red.



MAYNARD L. PARKER, PHOTOGRAPHER

Dark Red—"earth color"—houses are gaining in importance across the country. Generally, they are trimmed in white which is effective for pointing up good lines and features. This color treatment is very often used on houses of the salt-box type, but no such restrictions are necessary. It is equally effective on a variety of styles and in suburban and country locations. **Body**, Du Pont Barn and Roof Paint, Red. **Trim**, Du Pont House Paint, 40 Outside White. **Roof**, Du Pont Shingle Stain, Brown.

Colors

...to live with!

Right as a white house can be, occasionally it is a relief to find a house painted *other* than white. Our best community planners do this deliberately—dropping in a barn-red house here, a soft gray house there. Of course you don't have to use barn-red; you can have your choice of many colors. As long as you blend the house color with the landscape and the other homes in the community, you are wise in using the color *you* like. So establish your independence... don't be color-shy!

Where your home is located will, of course, have something to do with your choice. Experience proves that the percentage of yearly hours of sunlight has much to do in influencing the choice of exterior colors. Yellow houses, with a high degree of visibility,

Here is a cheerful cottage for seasonal or all-year living. Located on a lake-front lot, it reflects the gay atmosphere of a summer vacation, would be a welcome retreat after outdoor winter sports. The center section in shingle is painted gray, the stucco wings and the trim are white and the shutters a bright red. **Center Section**, Du Pont House Paint, Scotch Gray. **Stucco Sections**, Du Pont Cement and Stucco Paint, White. **Trim**, House Paint, 40 Outside White. **Shutters**, Du Pont Trim and Trellis, Bright Red.

GEORGE H. DAVIS STUDIO, PHOTOGRAPHERS



The Point colors shown in the illustrations in this book are reproduced as accurately as possible. See your Du Pont Point Dealer for color cards which show the full range of true colors available in Du Pont Points for every purpose.

will be found in sections where there are fewer hours of sunshine, and white houses predominate where the percentage is about fifty percent. But the more sunlight, the more you will find houses painted in colors. A quick journey in the imagination to Bermuda, Latin America, or the countries around the Mediterranean will prove this fact to you . . . the more sunshine, the more color.

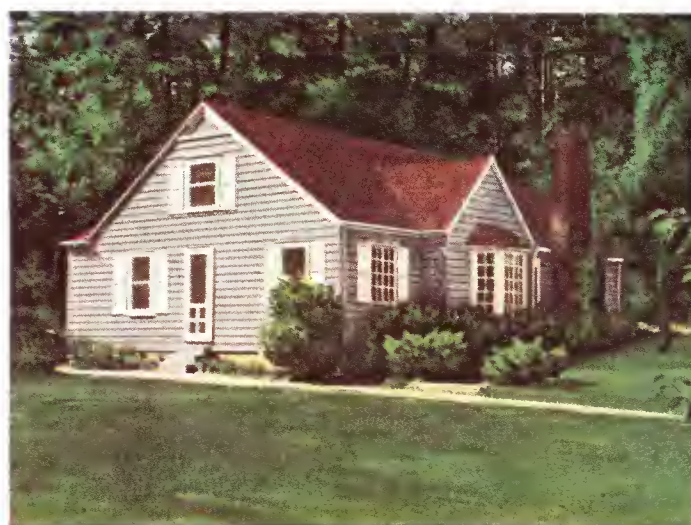
Also, the materials used in building a house influence the choice of color. Plaster and stucco houses, for instance, common in the warmer climates, take pastel colors beautifully. On the other hand, the traditional colors for an architectural style will often impose limits on your color choice. But perhaps if our forebears had had available the durable, self-cleaning tints that modern paint chemistry has made possible, there might have been a wider original variety in "traditional" colors. These new colors, available in Du Pont House Paint, are an interesting example of the part that chemistry has played in providing new and better colored paints for home exteriors. Ordinary colored house paints are merely *white* pigment particles surrounded by color. The new Du Pont colors are made with pigments that are *solid* color all the way through—which means less possibility of fading and streaking. So once again, the best rule is—be guided by the colors *you* like . . . and paint your home in those that you find truly "liveable."



Pastel colors, particularly on stucco houses, are found most often in warmer climates and are always suitable for painting exteriors in locations where the sun shines 50% of the time. This California home is typical. Coral stucco with a light colored roof to reflect and insulate, with cream trim and maroon shutters, is a favorite combination. **Body**, Du Pont Cement and Stucco Paint, Coral. **Trim**, Du Pont House Paint, Devon Cream. **Shutters**, Du Pont Trim and Trellis, Maroon.



Select colors wisely. Yellow on a small house makes it appear larger, and here white was used to highlight interesting features. Shutters in traditional green blend beautifully with the yellow of the house and green of surrounding foliage. **Body**, Du Pont House Paint, Solar Yellow. **Gable, etc.**, House Paint, 40 Outside White. **Shutters**, Du Pont Trim & Trellis, Bright Green. **Roof**, Du Pont Shingle Stain, Brown.



A light gray house in this rural setting in which the surfaces to be painted are both shingle and siding looks like it belongs exactly where it is situated. The white shutters and trim add enough life to prevent drabness and the red shade roof makes a pleasing contrast with the green foliage. **Body**, Du Pont House Paint, Silver Wing Gray. **Trim**, House Paint, 40 Outside White. **Roof**, Du Pont Shingle Stain, Tuscan Red.



A beautiful home, beautifully landscaped, is made particularly attractive by finishing the stucco in a buff color and by bringing out the important details of the windows in brown. **Body**, Du Pont Cement and Stucco Paint, Buff. **Trim**, Du Pont Trim and Trellis, Quaker Brown. **Roof**, Du Pont Shingle Stain, Tuscan Red.

25
CENTS



THYBONY & BENGTON

5505 North Clark

356 West Chicago

1016 Belmont Avenue

CHICAGO, ILLINOIS



PAINTS • VARNISHES • "DUCO" • "DULUX"

25

CENTS

Digitized by:



ASSOCIATION
FOR
PRESERVATION
TECHNOLOGY,
INTERNATIONAL

www.apti.org

BUILDING
TECHNOLOGY
HERITAGE
LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:

Jablonski Building Conservation

www.jbconservation.com



PAINTS • VARNISHES • "DUCO" • "DULUX"

CHICAGO, ILLINOIS